

From: "Howard Robertson" <trusthoward@gmail.com>
To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>
CC: "Linda Russell" <l russell@memphiscrime.org>
steven@suttonreid.com
Date: 9/14/2017 3:33:32 PM
Subject: Re: A couple of things

No commitment at this point but I'm reaching out to Ursula today.

H

On Wed, Sep 13, 2017 at 7:56 PM, William Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:
Well, has the city committed to two extensions of actual funding?

Sent from my iPhone

On Sep 13, 2017, at 4:26 PM, Howard Robertson <trusthoward@gmail.com> wrote:

The contract with the City allows for two additional extensions which (based on projected media placement) can carry the campaign through about this time next year. So, there should be no immediate funding worries. Hopefully, successful results and lives saved will facilitate continued city funding in addition to acquiring DOJ funding.

Hopefully that answers your question.

Best,

H

On Wed, Sep 13, 2017 at 9:11 AM, William Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Howard,

I somehow overlooked this email until now.

Got it on the bumper stickers.

On your second point, it raises a broader issue - namely, how we sustain this effort once the initial city funding is used up. I really think we need a meeting to discuss this. One option I'm hoping for is some federal DOJ funding similar to what we had for the Gun Crime Is Jail Time campaign.

I would suggest a meeting of the two of us, Steven, Ursula, the mayor, Larry Laurenzi, and Amy.

When will the initial city funding run out ?

Bill Gibbons

Executive Director
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From: Howard Robertson <trusthoward@gmail.com>

Sent: Monday, September 11, 2017 9:58 AM

To: William Gibbons (wgibbons); Linda Russell

Subject: A couple of things

Good morning,

First, please know that I did reach out to Ursula to consult with Mayor Strickland about Fed Up decals on city vehicles and how many they will need. She is going to get back to me but I haven't heard anything yet.

Secondly, I submit this for your consideration. Jerald Trotter, the talent in the television spot, as you know is actually sharing his very own reality having spent 12 years and 9 months in prison for shooting someone. Raised an upper middle class kid, he is a graduate of Lausanne and an alum of University of Memphis. He's smart, articulate, has a real story to tell and committed to helping young guys not mess up like he did. As the "face" and persona of this campaign, he can really give it legs in terms of community outreach to civic, business, youth organizations, schools, etc. I'd like to include him in the budget for this kind of engagement if our contract is extended.

Wouldn't this be something Operation Safe Community could include in your community outreach?
Many thanks and please advise.

Best,
H

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